ads include at least an advertising vignette and verification query (Col. 5, lines 8-11). Additionally, the CRAV ads may include a broadcast alert containing an urgency signal and a memorization request to inform users that the following vignette should be memorized to win a prize (Col. 5, lines 30-45). The broadcast of the vignette is followed by the verification query, which may include one or more immersion verification questions, as well as registration, reward and product information (Col. 5, line 52-Col. 6, line 9).

The Gardenswartz reference discloses a system including retail stores, a purchase history database, one or more user computers, a registration server, an analytic unit, an advertiser's server and a wide area network (Col. 5, lines 36-42). As disclosed by the Gardenswartz reference, the stores record purchase data for users presenting their CID (a unique consumer identification tag) at checkout (Col. 5, lines 62-64). A user receives a CID when the user completes the registration process, which also places a cookie on the Web browser of the user's computer. The CID is used to associate the user with the purchase history data for the user in a master record. The cookie is used to associate activity on the Web browser to the user's CID and master record (Col. 8, lines 46-56). The cookie, CID, and registration data are stored in a purchase history database. As shown in Figure 5 of Gardenswartz, registered users are classified "according to predefined purchase behavior criteria applied to the consumer's observed offline purchase history" (Col. 10, lines 18-21).

The present invention is distinguishable from the cited references because neither of the cited references teaches or suggests a system containing "a first content data creating module for creating content data in accordance with the attributes of the applicant in the applicant information." While the CRAV ads of the Maggio reference may be entertaining and provide rewards to users, provide a data-gathering vehicle for advertisers and provide the ability to change/update ID information, the system disclosed in the Maggio reference does

Page 2 of 5

not create data content in accordance with the attributes of the applicant in the applicant information.[1] Similarly, the Gardenswartz reference discloses using ad banners, but the system disclosed in the Gardenswartz reference creates content data in accordance with a registered user's assigned purchase behavior classification. The purchase behavior classification is primarily based upon the user's purchase history, not the attributes from the applicant information disclosed by the applicant during the registration process. As stated in Gardenswartz "targeted advertisements are selected based upon the purchase behavior classification assigned in step 504" (Col. 10, lines 24-27).

Gardenswartz also discloses modifying a user's assigned purchase behavior classification based upon the user's observed purchase history. Thus, the Gardenswartz reference does not overcome the creating data content based on the applicant information attributes deficiency of the Maggio reference. Based on the above, neither of the cited references teaches or suggests a system in which the first content data-creating module creates content data based on the attributes of the applicants in the applicant information. Accordingly, claim 1 is believed to be in condition for allowance.

The §103 rejections of dependent claims 2-6 are noted. Since those claims depend from claim 1, they are in condition for allowance for the same reasons explained above with respect to claim 1. Accordingly, Applicants respectfully request that the Examiner reconsider and withdraw this rejection.

With respect to claim 7, the third step of the method recited in claim 7 contains a first content data creating module requirement for "creating content data in accordance with the attributes of the applicant in the applicant information." This step requirement is similar to

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[1] In the Office Action, the Maggio reference is relied on in the Office Action for alleged disclosure of creating content data in accordance with attributes of the applicant information.

Page 3 of 5

the previously discussed system requirement of claim 1. Again, neither of the cited references teaches or suggests a method in which the first content data-creating module creates content data based on the attributes of the applicants in the applicant information. Therefore, claim 7 defines patentable subject matter for the same reasons explained above with respect to claim 1.

The §103 rejections of dependent claims 8-11 are also noted. Since claims 8-11 depend from claim 7, they also define patentable subject matter and are in condition for allowance for the same reasons explained above with respect to claim 7. Accordingly, Applicants respectfully request that the Examiner reconsider and withdraw this rejection.

For at least the forgoing reasons, Applicant respectfully submits that all pending claims herein are in condition for allowance. Accordingly, the Examiner is requested to issue a Notice of Allowance for this application in due course.
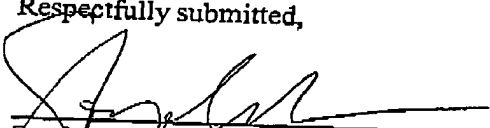
Applicant respectfully requests that the PTO acknowledge receipt and consideration of the references cited in the IDS filed November 17, 2005.

If the Examiner believes that contact with Applicant's attorney would be advantageous toward the disposition of this case, the Examiner is herein requested to call Applicant's attorney at the phone number noted below.

The Commissioner is hereby authorized to charge any additional fees associated with this communication or credit any overpayment to Deposit Account No. 50-1446.

Respectfully submitted,

January 19, 2006
Date

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Page 5 of 5